

Proposed Updates to the Town's Naming and Recognition and Public Art Policies

**For City Owned Structures, Parks, Trails and Other
Town-Owned Facilities**





Policy Background

Naming Parks, Trails and Structures/Facilities

- **Original Naming Policy was adopted in September 2007**
 - Resolution R07-19
- **Updated Name & Recognition Policy was adopted in June 2015**
 - Resolution R15-020
- **Updated Naming & Recognition Policy repealed R15-020**
 - Resolution R17-103

Naming of Specific Facilities

- **Theatre Centre Naming Policy**
 - Resolution adopted in April 2016 and updated August 2017 for Lobby Naming Rights
- **Spruill Dog Park Naming Policy**
 - Resolution R17-12 Resolution Adopted
 - Resolution R 18-023 Amendment to Remove “Dog-Centric” requirement for business donations
 - Resolution R 18-108 Amendment to Remove minimum donation for businesses of \$1,000
 - Resolution R 19-048 Amendment to Limit Nomenclature to Only Include Dog Name, Family, Individual of Business Name

Public Art Policy

- **Resolution adopted in May 2016 R16-026**

Reason for Discussion



Staff is requesting a review of the current Naming and Recognition Policy. The current policy gives strong guidelines for the naming of a facility* to recognize a contribution. However, It does need to include more direction regarding the following points:

- There is a lack of clarity regarding acceptance and recognition of small donations made that are not associated with naming of a facility.
- It does not align with and / or support current fundraising methods implemented by non-profits (such as the Addison Arbor Foundation & the Legacy Foundation) to solicit funds on behalf of the Town.
- Does not address how the naming of a park after an individual is recognized or significant service is recognized although there are standards being implemented.
- Needs more detail in defining the process for naming or renaming facilities.

* Note the word facility is used throughout this presentation and collectively refers to structures, parks, trails and other Town-owned facilities.

Staff proposes the purpose of the policy should reflect the following:

- ✓ Establish uniform guidelines and procedures for the naming or renaming of Parks, Trails and Town-Owned Structures within Addison.
- ❑ Exclude the naming of public art from complying with the Naming Criteria.
- ❑ Set guidelines for the acceptance of contributions not associated with naming.
- ❑ Set guidelines for recognizing financial contributions, large and small.
- ❑ Identify a process to be utilized by staff to implement the policy.

Proposed Policy Purpose: *To establish uniform guidelines and procedures for the naming or renaming of Structures, Parks, Trails and other Town-Owned Facilities. The policy will also set guidelines for the acceptance of and recognition of contributions, including those not associated with naming. This policy excludes the naming of public art from the naming criteria section but allows for the recognition of donations for artwork.*

Current Policy Purpose: *The intent of this policy is to establish criteria for the naming and / or renaming of structures, trails and parks owned by the Town for the purpose of recognizing individuals, groups or organizations that have made a significant contribution to the Town.*

Proposed Naming & Recognition Policy Changes



Proposed Policy Order & Content

I. Purpose

II. Naming Criteria

A. Guidelines

B. Process

C. Recognition

III. Donations & Recognition Not Associated with Naming

A. Acceptance of Donations

B. Recognition of Donations

C. Approval Process

IV. Removal of a Name

V. Exceptions

Existing Policy Order & Content

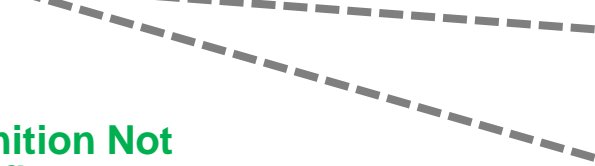
I. Purpose

II. Naming Criteria

III. Naming Recommendation Proposals

IV. Council Action

V. Removal of a Name



* Green text indicates new headings not included in the existing policy

Proposed Naming & Recognition Policy Changes



Proposed Policy

II. NAMING CRITERIA

A. NAMING GUIDELINES*

Structures, Parks, Trails and other Town-Owned Facilities can utilize predominant characteristics related to the Town's natural environment, physical features or history listed below.

1. Hydrological features
2. Natural features
3. Man-Made features
4. Significant historical events
5. Community sponsored name
6. Name of an individual that has made a significant contribution to the Town by meeting the listed criteria
7. Public art is excluded from the naming guidelines

- This section was restructured to organize all means for naming a park into one cohesive section.
- This section establishes the guidelines for how Town facilities are named (with or without a significant contribution).
- This section reflects nomenclature used in the current policy but provides more description.
- This section excludes public art from the naming guidelines.

* Text included in this presentation only lists the heading of categories. More detail information is included under those headings in the actual proposed policy which is attached to the agenda.

Proposed Naming & Recognition Policy Changes



Proposed Policy

II. NAMING CRITERIA

A. NAMING GUIDELINES (cont'd.)

- Different sections of parks and facilities may carry names that differ from that of the overall park, trail or town-owned structure. This may include the naming of individual items in a park or facility (such as a pavilion, plaza, meeting room etc).

The above guidelines shall still apply in choosing a name at the discretion of City Council a lower monetary contribution may be accepted for the naming of individual items within a facility.

- Information included in this section matches the intent of the current policy but includes additional descriptive items.

Proposed Naming & Recognition Policy Changes



Proposed Policy

II. NAMING CRITERIA

B. NAMING PROCESS

1. Consideration of a Proposed Name – The proposed facility name may be presented to Council for consideration by the Department Director responsible for oversight of the facility to be named. The Director will be responsible for presenting the naming proposal to Council and showing how the proposed facility name complies with the Naming Guidelines.
2. Approval of a Proposed Name – The naming or renaming of a Facility is at the sole discretion of the City Council and must comply with the naming guidelines. Approval of the proposed name must be approved by a $\frac{3}{4}$ vote of the entire Council. (ie., if all members of the Council are eligible to vote, approval would require 6 out of 7 votes.)

- This section added a clarification of how the proposed name is brought to Council for consideration.
- This section matches the intent of the current policy which defines the approval process for the proposed name.

Proposed Naming & Recognition Policy Changes



Proposed Policy

II. NAMING CRITERIA

B. NAMING RECOGNITION

1. (a.) Named Facility - May be recognized with a plaque not to exceed 24" x 36" Plaque which may include the individual's name, graphic of the individual and a description of their contribution to the town. The Plaque may be mounted to a free-standing support or an architectural feature.

- This section is new.
- This section defines the process for recognizing how a facility named after an individual's service contribution is recognized. The intent is for this language to match what is currently being done.



Example of a plaque installed at Redding Trail Plaque is approximately 32" x 20".

Proposed Naming & Recognition Policy Changes



Proposed Policy

II. NAMING CRITERIA

B. NAMING RECOGNITION (cont'd.)

1. (a.) Named Area or Item in a Facility – May be recognized with one of or a combination of the following elements:

- i. Plaque, not to exceed 24" x 24"
- ii. Paving Medallion, not to exceed 24" x 24"
- iii. Inscription on an existing feature within a facility.

Recognition shall include the person's name and if applicable their years of service and a small inscription describing the person's service to the town.

- This section is new.
- This section defines the process for recognizing how an area or item in a facility named after an individual's contribution is recognized. The intent is for this language to match what is currently being done.



Proposed Naming & Recognition Policy Changes



Proposed Policy

III. RECOGNITION OF DONATIONS NOT ASSOCIATED WITH NAMING

A. RECOGNITION OF DONATIONS

1. Recognition of donations may be acknowledged in one of the following manners:

A. Single Mounted Plaque - no larger than 10' x 12" (not including the base) to be displayed in the facility receiving the donation.

B. Engraved Paver or Stone – To be grouped near the entrance or in a prominent location of the facility receiving the donations.

C. Inscription – To be located on a donated item, including engravings on metal.

- This section is new.
- This section defines how donations not associated with naming are recognized.
- The intent of this section is to match what is currently being done by non-profits fundraising for the benefit of the Town.



Proposed Naming & Recognition Policy Changes



Proposed Policy

III. DONATIONS AND RECOGNITION NOT ASSOCIATED WITH NAMING

A. RECOGNITION OF DONATIONS (cont'd.)

2. Approved Wording –must be limited to the following nomenclature:

A. Individual Name (may include a nickname)

B. Business Name

C. Pet Name (where appropriate)

D. Organization of Group Name

E. May Include a simple acknowledgement such as “Donated by” or “Support provided by”

F. May include a group descriptor such as “By the Friends and Family of”

G. Anonymous donations do not require recognition

3. Recognition of multiple donations for a fundraiser must be grouped on a single plaque or in a paved area.

- This section is new.
- This section defines how donations not associated with naming are recognized.
- The intent of this section is to define what text is approved to be included with the recognition and how multiple donations are grouped.



Examples of How Donations Not Associated With Naming Have Been Recognized



Proposed Naming & Recognition Policy Changes



Proposed Policy

III. DONATIONS AND RECOGNITION NOT ASSOCIATED WITH NAMING

C. APPROVAL PROCESS

The Department Director that oversees the facility in which the recognition will be displayed is responsible for reviewing the proposed recognition and ensuring it complies with the policy. Any exceptions requested by the non-profit organization must be approved by the City Council.

- This section defines the approval process for recognition. It establishes the approval process for recognizing donations not associated with naming can be facilitated by the Department Director.

Proposed Naming & Recognition Policy Changes



Proposed Policy

IV. REMOVAL OF A NAME

In the event the name of a structure, trail, park or Town-owned facility has been previously granted and the name later casts a negative image on Addison, the name may be removed at the determination and discretion of the City Council.

V. EXCEPTIONS

City Council may make exceptions to this policy when it is deemed appropriate.

- There are no changes to these sections

Proposed Public Art Policy Changes



Proposed Policy

II. GENERAL GUIDELINES FOR ACCEPTING DONATED WORKS OF ART

f. The artwork shall bear the name that was determined by the artist.

IV. PROCESS

c. The Addison Arbor Foundation will present the proposed public art and locations to Council. Council action by resolution is required before: accepting works of art; commissioning artists; or any other work related to the installation of public art.

- This section was added to describe how artworks are named.
- This section has not been amended, but is included in the presentation to give an overview of the process that is currently being followed for the installation of public art.

Proposed Public Art Policy Changes

The logo for Addison, featuring the word "ADDISON" in white, uppercase letters inside a blue circle.

Proposed Policy

V. INSTALLATION AND MAINTENANCE GUIDELINES

D. A sign of plaque may be placed permanently near the work to identify the artist, title, year made and materials(if known). The identifying sign should not detract from the work visually and should match the existing sculpture monoliths. In conjunction with an art installation, the Addison Arbor Foundation may solicit donations for the benefit of the Town. Donations may be recognized on the plaque and the recognition must comply with the following guidelines:

1. Recognition of donations may be acknowledged in one of the following manners:
 - a) Single mounted plaque no larger than 10” x 21” (not including base) to be displayed in the facility receiving the donation or an area adjacent to the donated item.
 - b) Engraved paver or stone – to be grouped near the entrance or in a prominent location of the facility receiving the donation or an area adjacent to the donated item.
 - c) Inscription on donated item, including engravings on metal.

- This section was amended to allow for the solicitation of donations and allow for the recognition of those donations by following established guidelines.

Proposed Public Art Policy Changes



Proposed Policy

V. INSTALLATION AND MAINTENANCE GUIDELINES

D. (cont'd)

2. Approved Working – Must be limited to the following nomenclature:

a) Individual Name (May include nickname)

b) Business Name

c) Pet Name

d) Organization or Group Name

e) May include a simple acknowledgement such as “Donated by” or “Support provided by”

f) May include a group descriptor such as “By the Friends and Family of”

g) Anonymous donations do not require recognition

3. Recognition of multiple donations for a fundraiser must be grouped on a single plaque or grouped in a paved area.

- This section was amended to allow for the solicitation of donations and allow for the recognition of those donations by following established guidelines.

Next Steps



- Update both policies to reflect Council's direction & discussion.
- Bring finalized policies back to Council for consideration of approval.